

# NEWELL-EMMETT COMPANY

INCORPORATED

40 EAST 34th STREET, NEW YORK, N. Y.

Est. No. 7470

## RADIO BROADCAST ORDER

Date Jan. 27, 1942

No. 61,736

TO:

Radio Station WPRU  
Princeton University  
Princeton, N. J.

Client BEECH-NUT PACKING CO.

Brand GUM

Division \_\_\_\_\_

TYPE OF SERVICE: 15-Sec. Trans. Announcements

SCHEDULE: Weeks of: Feb. 2, 9, 16, 23 <sup>72</sup>  
Mar. 2, 9, 16, 23, 30  
Apr. 13, 20, 27  
May 4

DAILY - (Mon. thru Fri.)

Jazz	5:15 PM (Ex. Mon.)	Jazz
Jazz	5:45 PM	Jazz
Classical	<sup>9:30</sup> <del>8:45</del> PM	Sports
Drama	9:30 PM	Interviews
Jazz	10:15 PM	Campus News

RATE PER

APPLYING ON CONTRACT

TOTAL: 312

TIME \$1.50

DATED Jan. 26, 1942

Less 15% Agency Comm. - No Cash Disc.

### PROGRAM MATERIAL:

2 duplicate shipments double faced transcriptions sent you -- Masters #28428 Beechies cuttings #210-211 and #28429 Beech-Nut Gum cuttings #110 to 112 and #310. Cutting #310 is not to be used at present.

SPECIAL INSTRUCTIONS: Rotate copy as follows: Beechies for one week, Beech-Nut Gum for three weeks for the entire schedule.

SPECIAL NOTE: Announcements are not to be run back to back.

NOTE: This order constitutes an authorization to broadcast as indicated above. Bills to be rendered monthly. Affidavits showing exact time of performance to be submitted weekly. Subject to conditions contained in above indicated contract.

NEWELL-EMMETT COMPANY, Inc.

61,736